

# PRESIDENT'S DAY SALES EVENT CAMPAIGN SPECS



**iGEN Mailer**  
4/4 – 8.5”w x 14”h Nested- Offset  
Trifold Slit and Nested Coupons  
Paper Stock #: 6805 Gloss Cover  
Envelope: #125 = A6 White



## FOCUS:

Presidential Dollar Event- President's Day Invitation Mailer,  
Seasonal- Mails February

## GIVEAWAYS/PREMIUMS:

\$10 Amazon Card  
\$5,000 Cash Prize

## CAMPAIGN ENHANCEMENTS:

Receiving a \$ amount off MSRP- Dealer's discretion on amount  
\$1 Down on Select Models

*\*Campaign Also Available in Spanish.*